

HULLBAYPRODUCTIONS

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21 Castle Street, Leominster, MA 01453 | tonia@hullbayproductions.com
Hullbayproductions.com | 617-331-9607

POSITION: VOLUNTEER SOCIAL MEDIA MARKETING SPECIALIST

DATE: September 8, 2025

AVAILABLE: Open until filled

On-site or Hybrid (2-4 hours per week)

Hull Bay Productions is looking for a Volunteer Social Media Marketing Specialist who will develop and implement social media strategies, create engaging content, and stays updated on trends to align with our company's goals and drive brand awareness, engagement, and traffic for our podcast, The Short Of It.

Key responsibilities include content planning, scheduling, and creation; campaign management; community interaction; data analysis; and collaboration with cross-functional teams.

Additional responsibilities include:

- **Strategy Development:**
Design and execute social media strategies that support overarching business objectives.
- **Content Creation:**
Produce and publish a variety of content, including text, images, videos, and GIFs, across different social media platforms.
- **Community Management:**

Engage with followers, foster community growth, and manage online interactions to build brand loyalty.

- **Campaign Management:**

Plan, develop, and manage social media campaigns to promote products and increase brand exposure.

- **Analytics & Optimization:**

Monitor key social media metrics, analyze performance data, and use insights to adjust strategies for maximum effectiveness.

- **Trend Monitoring:**

Stay informed about the latest social media trends, platform updates, and best practices to ensure relevant and timely content.

- **Cross-functional Collaboration:**

Work with producers and hosts in areas of design and copywriting, to develop cohesive marketing campaigns.

Essential Skills

- **Content Creation:** Ability to create high-quality, engaging content tailored to different platforms.
- **Analytical Skills:** Proficient in analyzing social media metrics and translating data into actionable insights.
- **Communication Skills:** Strong written and verbal communication to interact with the audience and internal teams.
- **Creativity:** Ability to develop innovative content and campaign ideas.
- **Project Management:** Skills to manage multiple social media campaigns and tasks effectively.
- **Platform Proficiency:** In-depth knowledge of major social media platforms and their business applications.

The ideal candidate will be:

- **Self-Starter/Performer:** The ability to work within the schedule of podcast, including knowing when to schedule online content as it relates to upcoming podcast releases and generating audiences for The Short Of It.

- **Social Media Guru:** Develop landing pages on all social media platforms, including TikTok, to increase the audience of The Short Of it. This person loves social media and can create online content quickly and effectively.
- **Great Writer:** Strong written communication to bring awareness to The Short Of It. The ability to come up with eye-catching content and text to draw an audience to the podcast.
- **Creative Genius:** Will develop innovative content and campaign ideas.

This position is a volunteer position who may receive college credit (at Fitchburg State University) and possibly other colleges/universities. This position will last through May 2026.

An Honorarium will be applied at the end of the position.

You must have a laptop with access to social media platforms and the ability to work independently at odd times (including weekends).

Applicants will submit a resume and/or letter of interest to:

**TONIA MAGRAS
CHIEF OPERATING OFFICER, HULL BAY PRODUCTIONS
tonia@hullbayproductions.com**

For more information or clarification of job description, please email:

**Jose “V” Rosario, Producer, The Short Of It:
jose.hullbayproductions@gmail.com**